

Figure 1

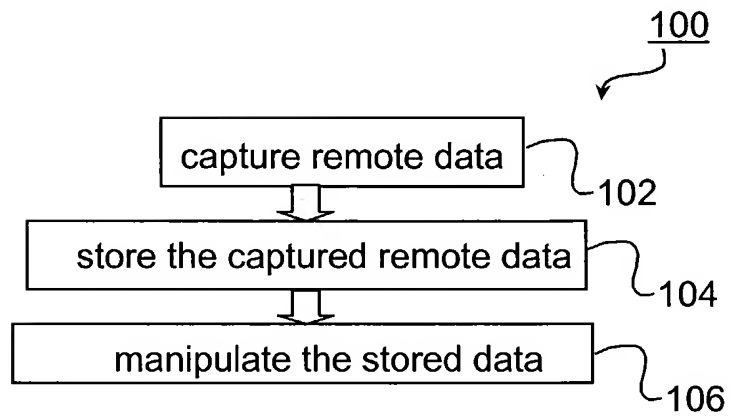


Figure 2

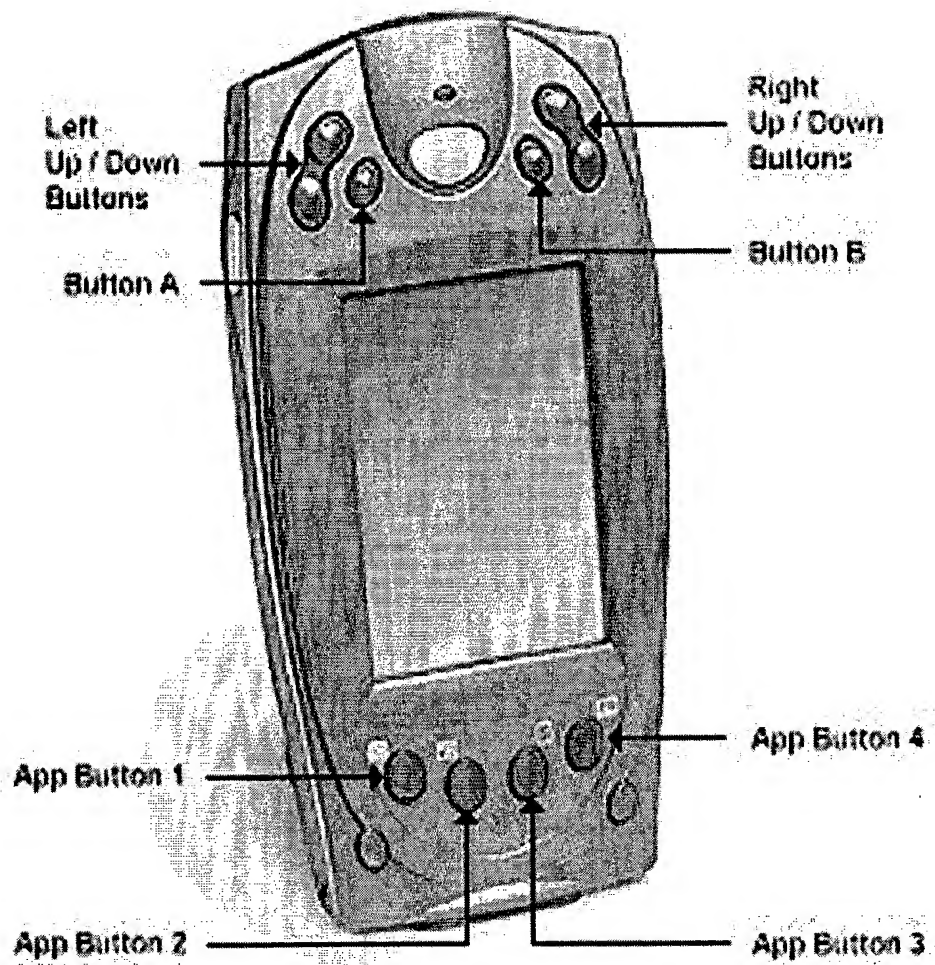


Figure 3

Patron Details	
License Number:	F000004
First Name:	JANET
Middle Name:	S
Last Name:	DOE
Date of Birth:	12/25/1975
Sex:	F
Address:	12 HUNTINGTON RD.
City:	TORONTO
Province:	ON
Postal Code:	M2V 1S3
Height:	6' - 1"
Weight:	
Hair Color:	
Eye Color:	
Email Address:	JD@HOTMAIL.COM
Expiry Date:	12/25/2003

Figure 4

Email Address									
1	2	3	4	5					
6	7	8	9	0					
A	B	C	D	E					
F	G	H	I	J					
K	L	M	N	O					
P	Q	R	S	T					
U	V	W	X	Y					
Z	-	@		BS					
CLR	FN	LN	TD	TE					
JD@HOTMAIL.COM									

Figure 5

**AGREEMENT**

I am hereby permitting the owner of this establishment to contact me via email or regular mail. I also agree to receive age sensitive materials from Alcohol and Tobacco companies which are affiliated with this establishment.

*Hs*

Figure 6

Would you like to hear about future offers, events or promotions from Molson?

☒ Yes ☐ No

How many beers a week do you drink?

☒ None ☐ 1 - 6 ☐ 7 - 12

☐ 13 - 24 ☐ 25+

Current college/university (if any)?

University of Waterloo

What are your brand preferences?

Regular Canadian

Secondary Export

Occasional Corona

Figure 7

From: "Turret-Nation [mailto:help@turret-nation.com]"  
To: HARSCH, MARCEL W.  
Cc: Turret-Nation  
Subject: Turret-Nation Daytona VIP Party



Hey Harsch,

Cheap Date Daytona "VIP" Party eInvite  
Thursday Night, January 31st  
VIP reception 9:00-10:00

The Skullux

No cover if you've received this email.  
\$5 cover for everyone else.

Be sure to bring your ID with you, scan it in when you arrive, and you are entered into the Daytona Trip give-a-way.

VIP attendees will receive an exclusive contest opportunity to win a trip for 2 to Daytona FL for reading week.

Don't forget to check out the Coors Light Campus Survival Contest, where we'll give away a Coors Light Mountain bike valued at \$1000.00

Molson Hospitality included.

Please RSVP using the appropriate link below.

Count me in!  
I'll pass

Cheers!



Figure 8

## Event Response Status

Cheap Date Daytona

### Response Summary

	Total	Male	Female
<b>Emailed:</b>	364	238 (65.4%)	126 (34.6%)
<b>Responded:</b>	122 (33.5%)	78 (63.9%)	44 (36.1%)
<b>Accepted:</b>	97 (79.5%)	64 (66.0%)	33 (34.0%)
<b>Declined:</b>	25 (20.5%)	14 (56.0%)	11 (44.0%)
<b>Attended:</b>	49 (13.5%)	35 (71.4%)	14 (28.6%)

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Figure 9

**New License**

**License Info**

License Number: 3247-54437-11225

Issue Date: 12/17/1998

Expiration Date: 12/26/2004

**Marriage Info**

First Name: MICHAEL

Middle Name: E

Last Name: COMBINGS

**Address Info**

Address: 206-11 OVERSEA DR

City: FITCHER

Province: WI

Postal Code: 53125

**Visa Info**

Visa Type: F

First Visit: Fri Oct 13, 2000

Last Visit: Fri Oct 13, 2000

No. of Visas: 1

**Other Info**

Date of Birth: 1/25/1974

Sex: Male

Height: 178

Weight: 170

Eye Color: Blue

Hair Color: Brown

**Banned Info**

Ban Exp Date: 4/1/2000

Reason:

**Cancel**

## Figure 10

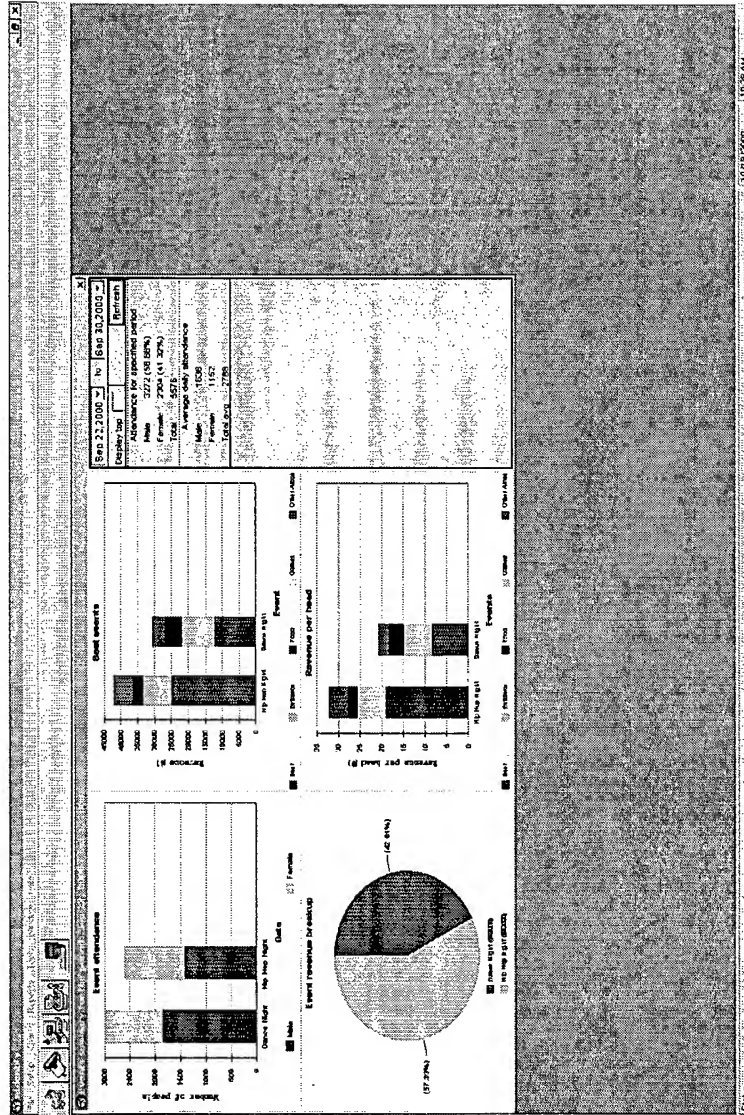


Figure 11



**Attendance break-up**

Day	Male	Female	Total
22-Sep	1000	1000	2000
23-Sep	1400	1400	2800
24-Sep	1500	1500	3000
25-Sep	1400	1400	2800
26-Sep	1000	1000	2000
27-Sep	1000	1000	2000
28-Sep	1000	1000	2000
29-Sep	1000	1000	2000
30-Sep	1000	1000	2000

**City break-up**

Day	Male	Female
22-Sep	1000	1000
23-Sep	1400	1400
24-Sep	1500	1500
25-Sep	1400	1400
26-Sep	1000	1000
27-Sep	1000	1000
28-Sep	1000	1000
29-Sep	1000	1000
30-Sep	1000	1000

**Age group break-up**

Age Group	Count
18 to 23	6000
24 to 29	6000
30 and up	4800
27 to 32	4200
33 to 34	1000

**Statistics - Male**

City	KITCHENER	WATERLOO	CAMBRIE	MISSISSAUGA
Day	Friday	Friday	Friday	Friday

**Statistics - Female**

City	KITCHENER	WATERLOO	CAMBRIE	MISSISSAUGA
Day	Friday	Friday	Friday	Friday

**Attendance by specified period**

Period	Male	Female	Total
22-Sep to 23-Sep	1000	1000	2000
24-Sep to 25-Sep	1400	1400	2800
26-Sep to 27-Sep	1000	1000	2000
28-Sep to 29-Sep	1000	1000	2000
30-Sep to 01-Oct	1000	1000	2000

**Actual number**

City	KITCHENER	WATERLOO	CAMBRIE	MISSISSAUGA
Day	Friday	Friday	Friday	Friday

**as a % of Total**

City	KITCHENER	WATERLOO	CAMBRIE	MISSISSAUGA
Day	Friday	Friday	Friday	Friday

**Actual number**

City	KITCHENER	WATERLOO	CAMBRIE	MISSISSAUGA
Day	Friday	Friday	Friday	Friday

**as a % of Total**

City	KITCHENER	WATERLOO	CAMBRIE	MISSISSAUGA
Day	Friday	Friday	Friday	Friday

## Figure 12



Licence Number									
1	2	3	4	5					
6	7	8	9	0					
A	B	C	D	E					
F	G	H	I	J					
K	L	M	N	O					
P	Q	R	S	T					
U	V	W	X	Y					
Z	.	.	CLR	BS					
J54136712760615									

Figure 14

General Info		
Province	Manitoba	
Sex	Male	
Date of Birth	June 15 1976	

Figure 13

Last Name					
A	B	C	D	E	
F	G	H	I	J	
K	L	M	N	O	
P	Q	R	S	T	
U	V	W	X	Y	
Z	.	.	CLR	BS	
ADAMS					
AITKEN					
ALEXANDER					
ALLEN					
ALEXANDER					

Figure 16

First Name					
A	B	C	D	E	
F	G	H	I	J	
K	L	M	N	O	
P	Q	R	S	T	
U	V	W	X	Y	
Z	.	.	CLR	BS	
LISA					
LORI					
MARK					
MARGARET					
MARC					

Figure 15

Details Summary

Licence No.

E54136712760615

First Name

MARC

Last Name

ALEXANDER

Sex

Male

DOB

JUN-15-1976

Province

Manitoba

Figure 17

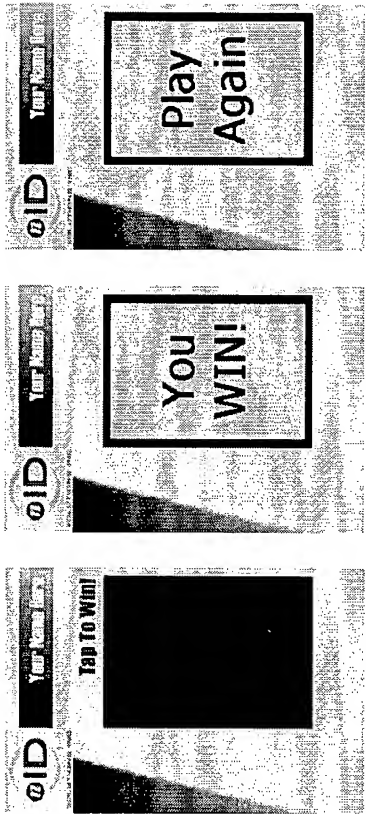
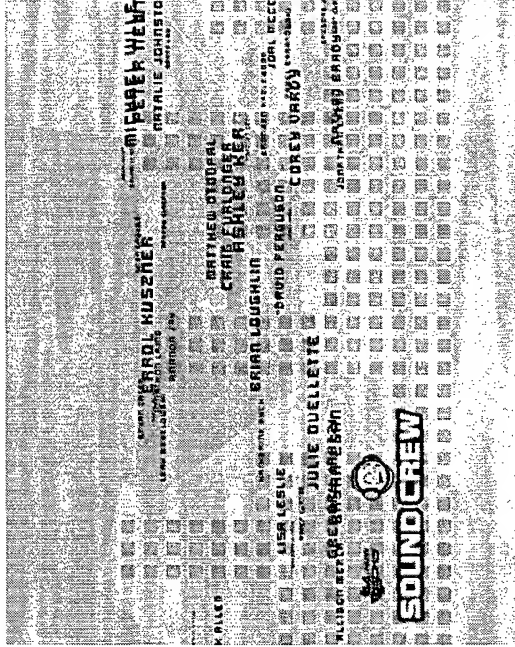


Figure 18



## Figure 20



## Figure 21

**Photo Info**

Do you wish to have your picture posted on our website?

☐ Yes ☒ No

☒ Previous File

IMG\_0001

☐ Next File




IMG\_0002

☐ File Number

IMG\_0001


## Figure 19

## Figure 22


Thanks for attending!

You looked like you were having a great time, so we thought we would send you the picture you asked for!



additional event based branding (Stage 2)  
ie molson branding

Click the thumbnail to get the fullsize pic!





THANKS FOR BEING A MOLSON INSIDER

Must be Legal Drinking Age. No Purchase Necessary.

Figure 23

14/15

Before you get your picture, we'd like to know a bit more about you. When you're done you'll get a full sized version of your picture...

First Name

Last Name

Postal Code

Additional Consumer Demographic Information as defined by Molson Canada

Additional Survey Questions

Figure 24

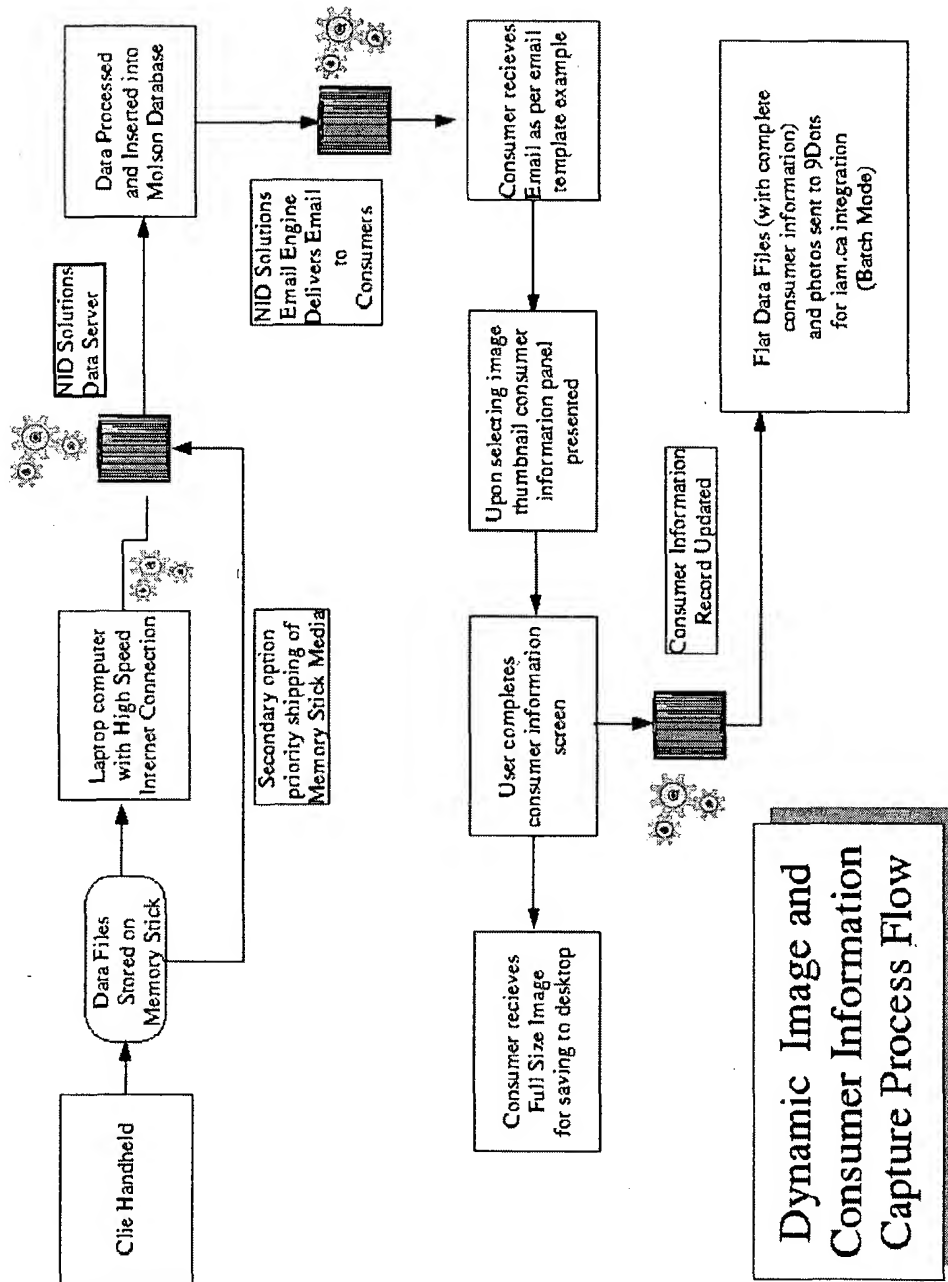


Figure 25